

supported in a similar manner to that of today's traditional media networks, resulting in a richer content experience for the customer and a more targeted advertising model. Such a distribution system as described above has distinct advantages over the cable and television distribution model by providing to the consumer both high speed broadband video/audio and interactivity through an associated web page.

While the invention has been described in connection with what is presently considered to be the most practical and preferred embodiment, it is to be understood that the invention is not to be limited to the disclosed embodiment, but on the contrary, is intended to cover various modifications and equivalent arrangements included within the scope of the appended claims.

What is claimed is:

1. A method of inserting local digital data content into a stream of digital data multicast to a plurality of separate users who can access an Internet connection at least in part via an Internet backbone, the method comprising the steps of:
  - a) formatting digital data, including video information, in accordance with an IP protocol to generate IP digital data;
  - b) transmitting, in a relatively time-sensitive manner, the IP digital data from a transmission site to a remote Internet point of presence via dedicated one-way transmission bandwidth substantially separate from the Internet backbone;
  - c) multicasting the IP digital data from the remote Internet point of presence for delivery to a plurality of separate receiving Internet user apparatus connected to but distal from the remote Internet point of presence;
  - d) substituting local IP digital data originating from a local server at the remote Internet point of presence for at least a portion of the IP digital data from

the transmission site, the local IP digital data being separate from the IP digital data from the transmission site; and

d) multicasting the substituted IP digital data from the remote Internet point of presence for delivery to a plurality of separate receiving Internet user apparatus connected to but distal from the remote Internet point of presence.

2. The method of claim 1 wherein the digital data of step a) includes video and/or audio information and the transmission of step b) is substantially a one-way data-flow transmission.

3. The method of claim 1 wherein the step d) substituting of local IP digital data is initiated by an event trigger command embedded in the IP digital data.

4. A method of inserting local digital data content into a stream of digital data multicast to a plurality of separate users, the method comprising the steps of:

a) receiving digital data for multicasting at a remote Internet point of presence;

b) multicasting the received digital data from the remote Internet point of presence for delivery to a plurality of separate receiving Internet user apparatus connected to but distal from the remote Internet point of presence;

c) substituting local digital data originating from a local server at the remote Internet point of presence for at least a portion of the received digital data; and

d) multicasting the substituted local digital data from the remote Internet point of presence to a plurality of separate receiving Internet user apparatus connected to but distal from the remote Internet point of presence.

5. A method of delaying digital data content multicast to a plurality of separate recipients, the method comprising the steps of:

- a) receiving digital multicast data for multicasting at a remote Internet point of presence;
- b) storing the received multicast data at the remote Internet point of presence; and
- c) multicasting the digital data stored in step b) from the remote Internet point of presence after a predetermined delay for delivery to a plurality of separate receiving Internet user apparatus connected to but distal from the remote Internet point of presence.

6. The method of claim 5 wherein the delaying of received digital multicast data content is initiated by a command at the remote Internet point of presence.

7. A method of providing multicast digital data content to one or more separate recipients on demand, the method comprising the steps of:

- a) receiving digital multicast data for multicasting at a remote Internet point of presence;
- b) storing the received multicast data at the remote Internet point of presence; and
- c) providing the digital data stored in step b) from the remote Internet point of presence to a recipient in response to a request command from the recipient to the remote Internet point of presence.